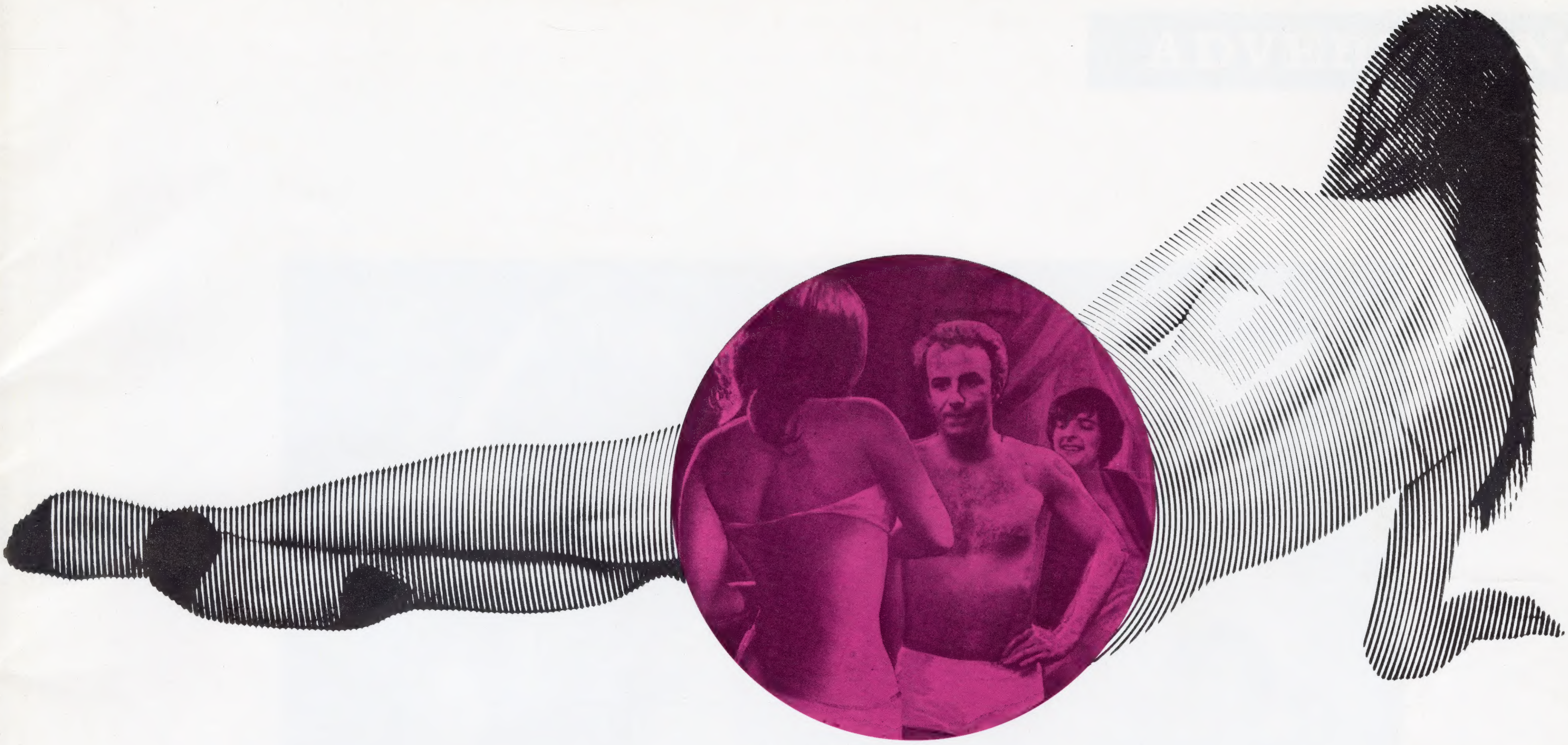

The
story
of 2 men
who
share
everything.

All Neat in Black Stockings

NATIONAL GENERAL PICTURES

PRESSBOOK

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While some men share the excitement of new discoveries...others are discovering the new excitement of sharing.

National General Pictures Presents
A Leon Clore Production
VICTOR HENRY SUSAN GEORGE in

All Neat in Black Stockings

with
JACK SHEPHERD Screenplay by Jane Gaskell & Hugh Whitemore · Produced by Leon CLORE Directed by CHRISTOPHER MORAHAN
A NEW EXCITEMENT IN ENTERTAINMENT **COLOR** | A National General Pictures Release **R** RESTRICTED-Persons under 16 not admitted UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

THEATRE

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4 Col. X 150 Lines 600 Lines Ad 401

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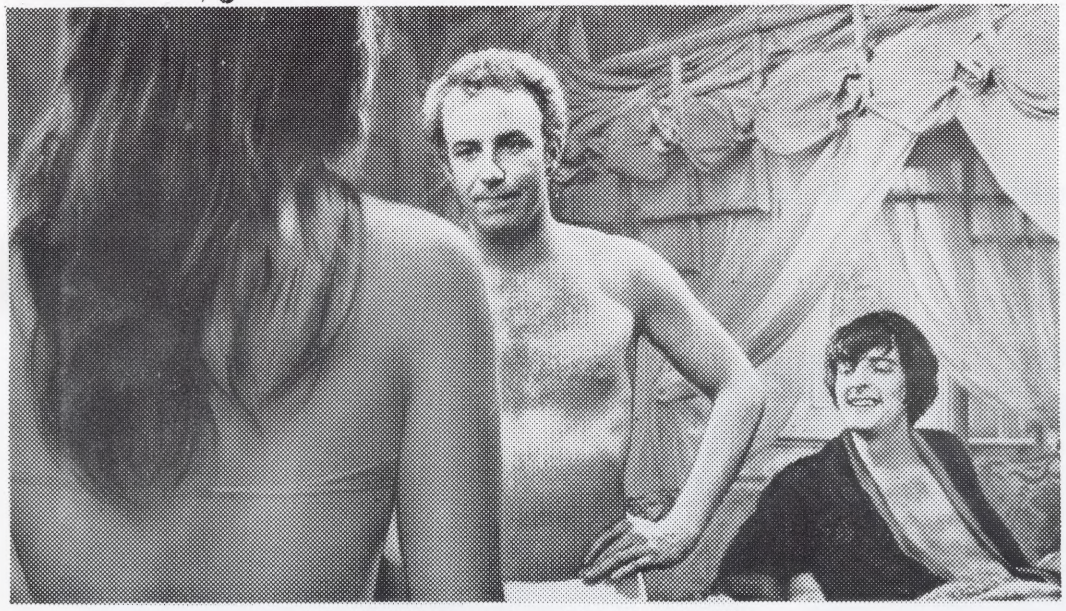
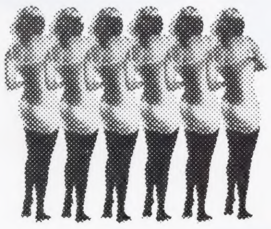
The story of 2 men who share everything.



Clara, Jean, Ruth, Madeleine, Connie, Ellen.....



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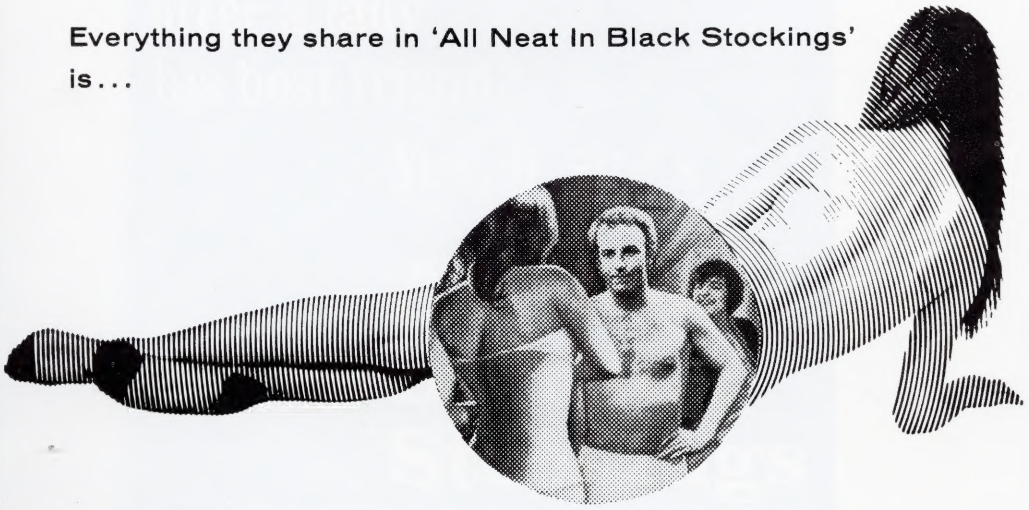
Everything they share in 'All Neat In Black Stockings' is...



All Neat in Black Stockings

National General Pictures Presents a Leon Clore Production Victor Henry · Susan George in 'All Neat in Black Stockings' with Jack Shepherd · Screenplay by Jane Gaskell & Hugh Whitemore · Produced by Leon Clore · Directed by Christopher Morahan
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THEATRE

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with
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Screenplay by Jane Gaskell & Hugh Whitemore ·
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THEATRE

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All Neat in Black Stockings

COLOR R

THEATRE

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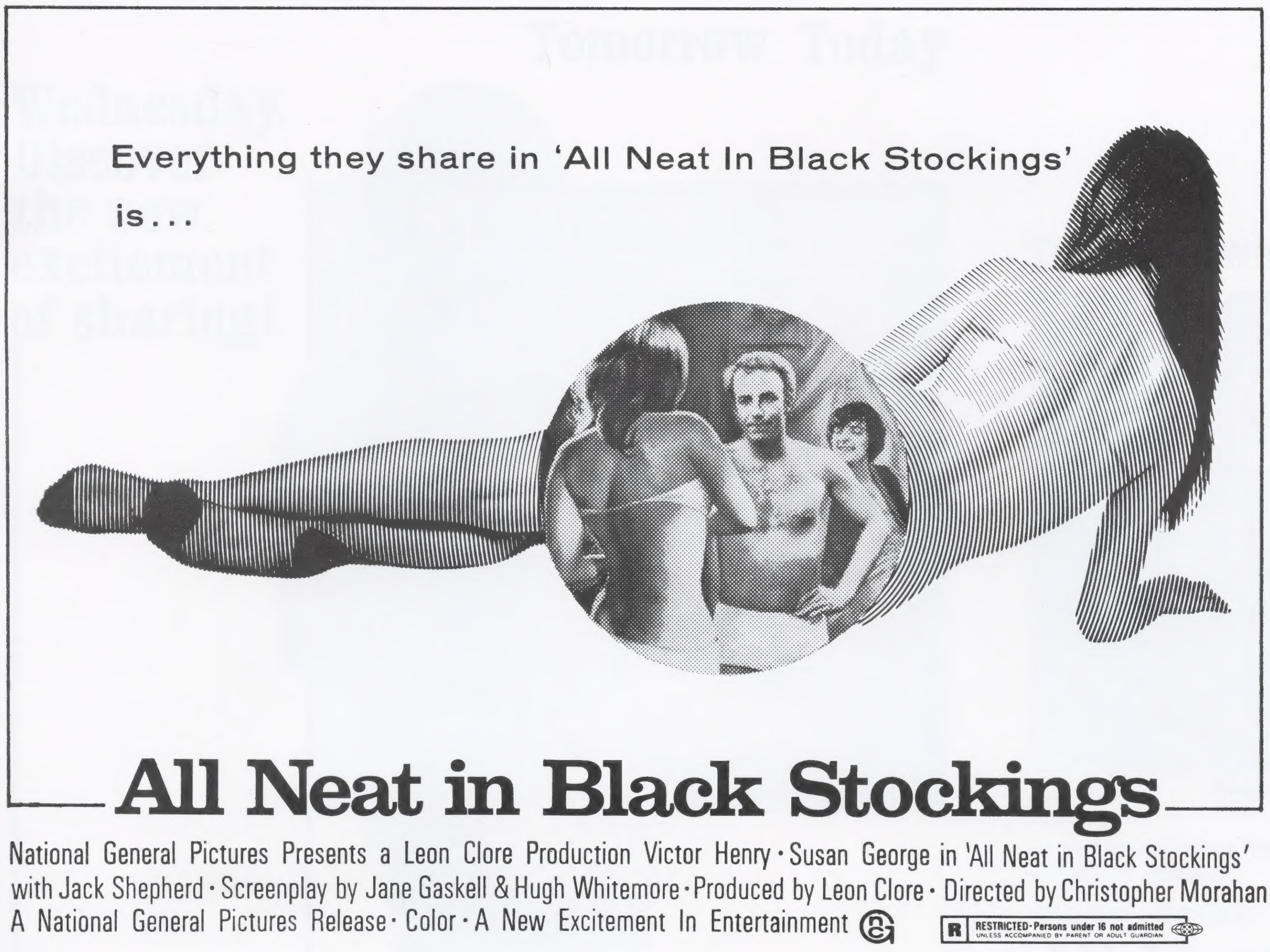

Everything they share in 'All Neat In Black Stockings' is...

All Neat in Black Stockings

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THEATRE

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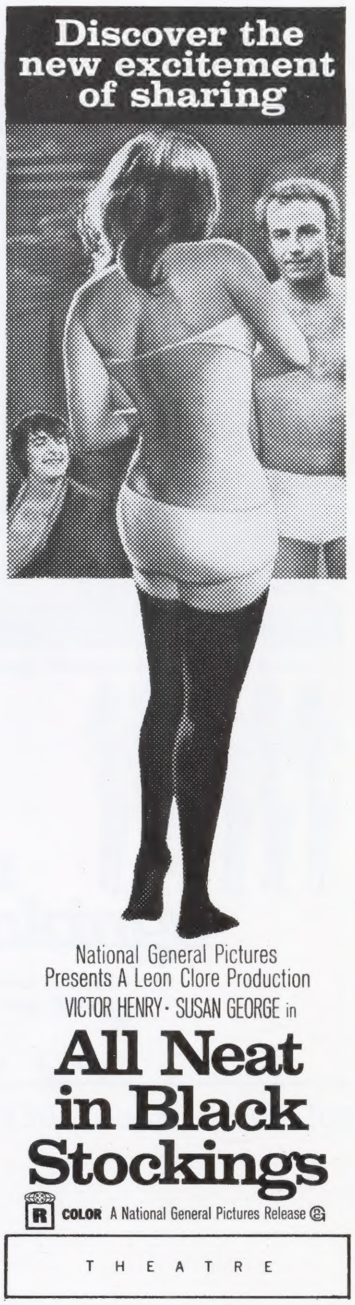

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VICTOR HENRY · SUSAN GEORGE in

All Neat in Black Stockings

R COLOR A National General Pictures Release

THEATRE

85 Lines Ad 104

Should a gentleman
offer a lady
his best friend?

Yes, if she's

All Neat in Black Stockings

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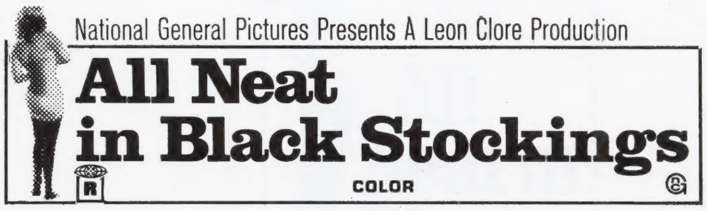
100 Lines



National General Pictures Presents A Leon Clore Production

All Neat in Black Stockings

R COLOR

2 Col. X 15 Lines 30 Lines Ad 205

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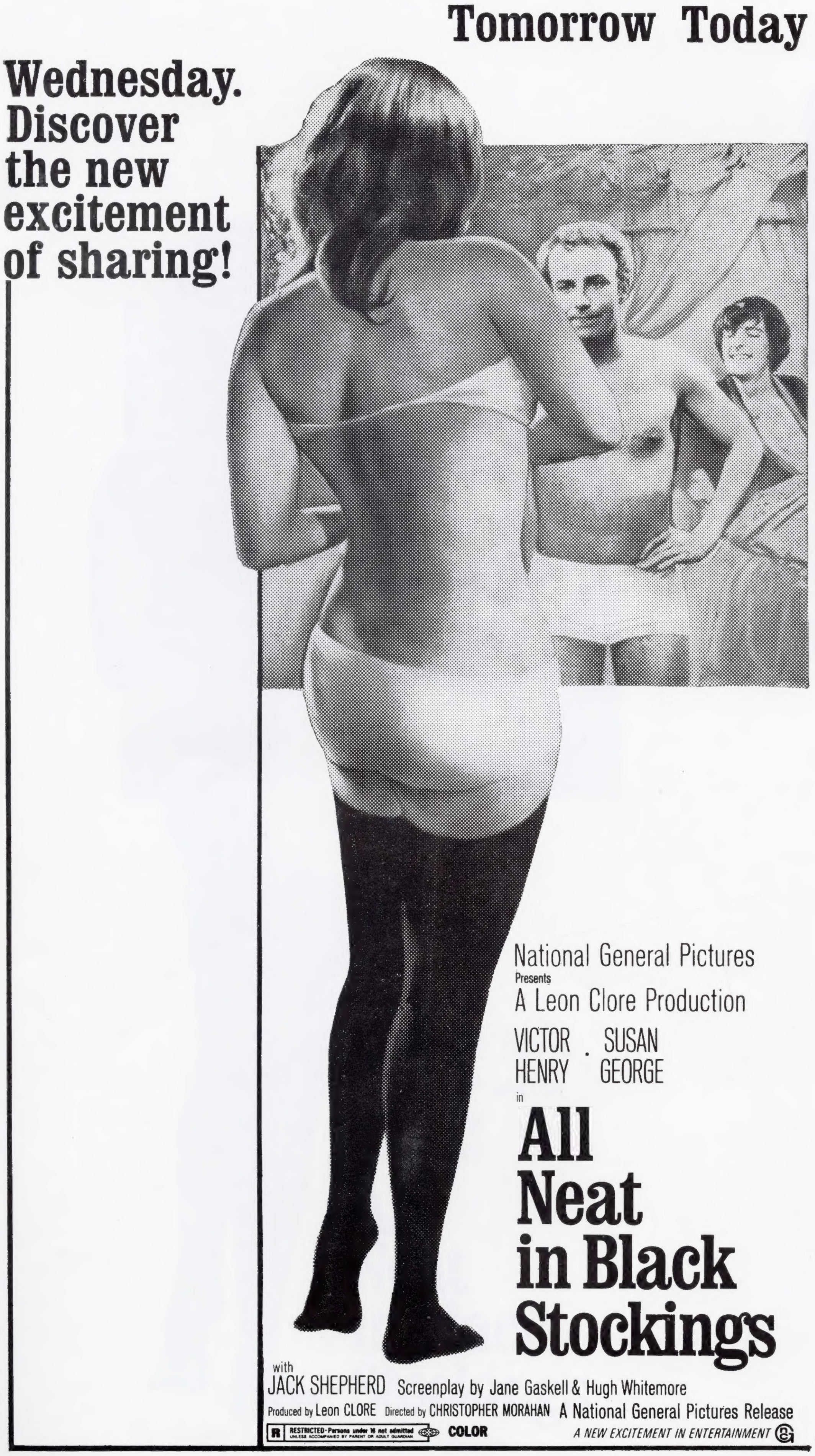

Tomorrow Today

Wednesday. Discover the new excitement of sharing!

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in

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with
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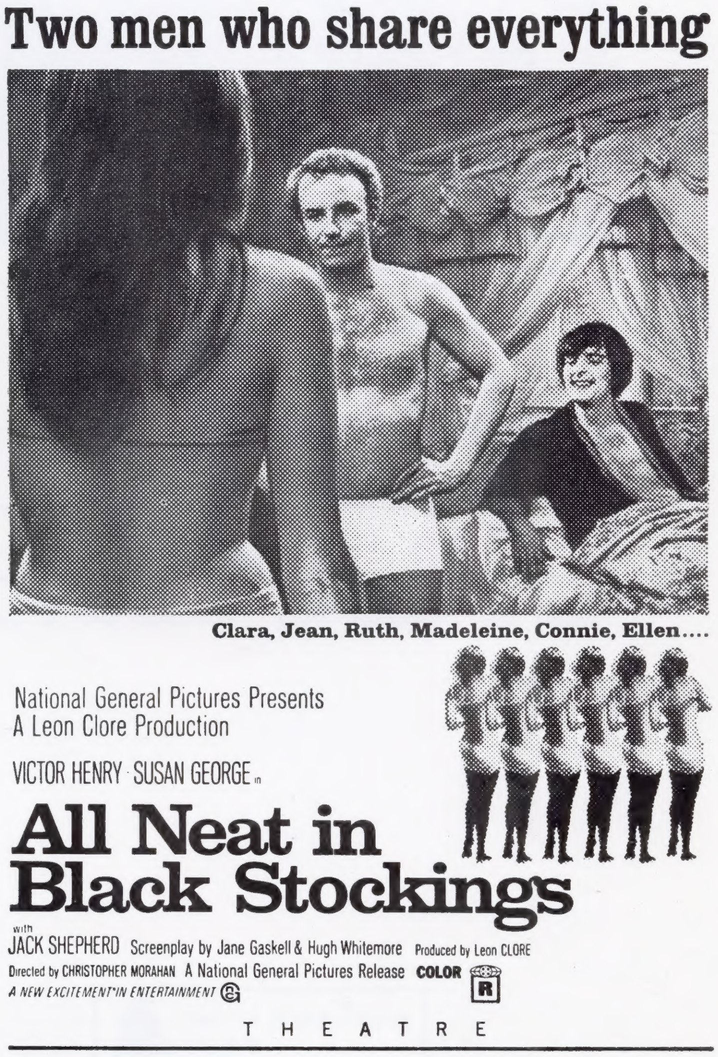

Two men who share everything

Clara, Jean, Ruth, Madeleine, Connie, Ellen....

National General Pictures Presents
A Leon Clore Production

VICTOR HENRY · SUSAN GEORGE in

All Neat in Black Stockings

with
JACK SHEPHERD Screenplay by Jane Gaskell & Hugh Whitemore Produced by Leon CLORE
Directed by CHRISTOPHER MORAHAN A National General Pictures Release COLOR R
A NEW EXCITEMENT IN ENTERTAINMENT

THEATRE

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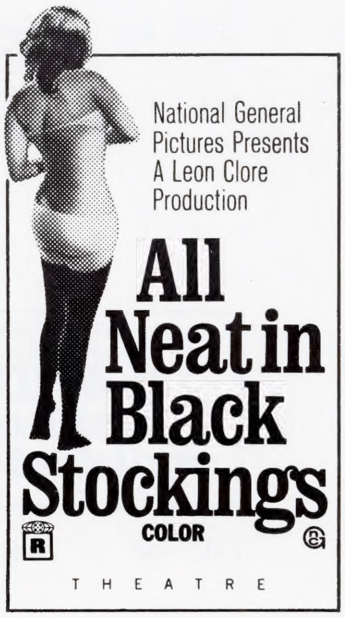

National General Pictures Presents A Leon Clore Production

All Neat in Black Stockings

COLOR
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THEATRE

45 Lines Ad 101

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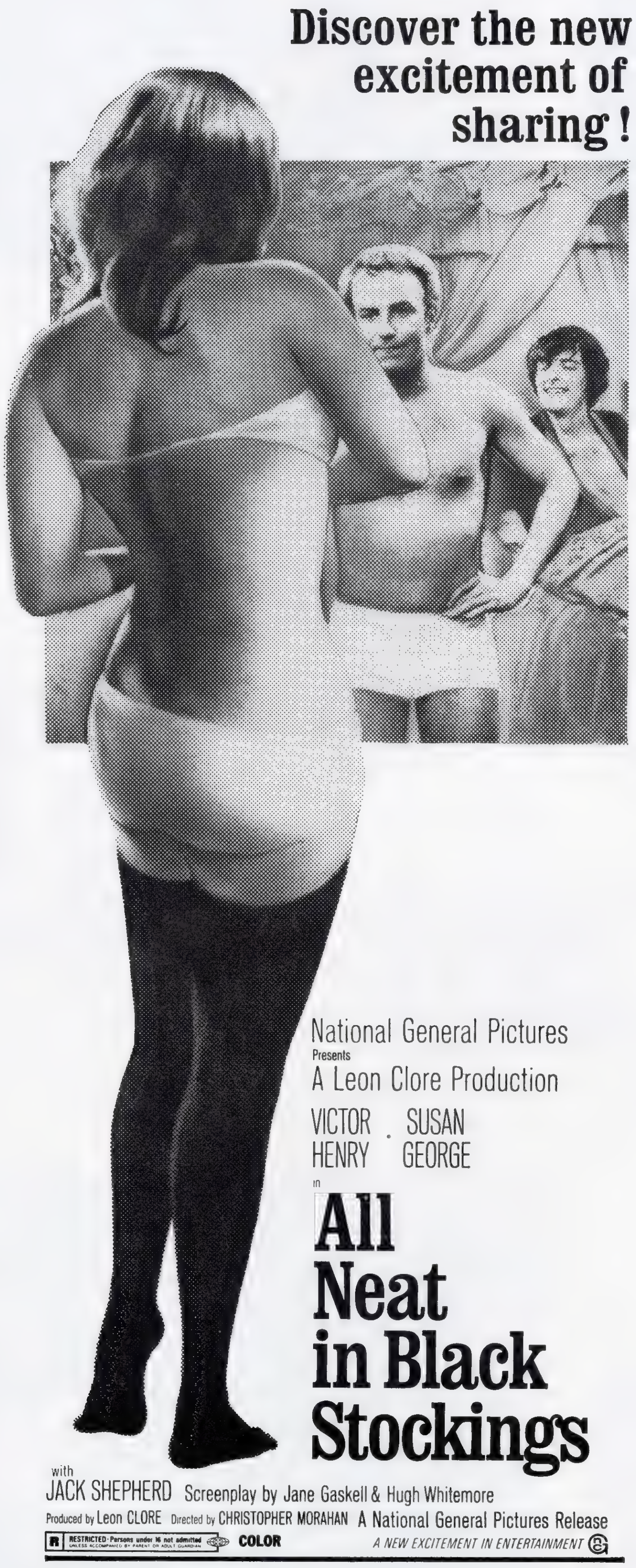

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National General Pictures Presents
A Leon Clore Production
VICTOR HENRY · SUSAN GEORGE
in
All Neat in Black Stockings
with
JACK SHEPHERD Screenplay by Jane Gaskell & Hugh Whitemore
Produced by Leon CLORE Directed by CHRISTOPHER MORAHAN A National General Pictures Release
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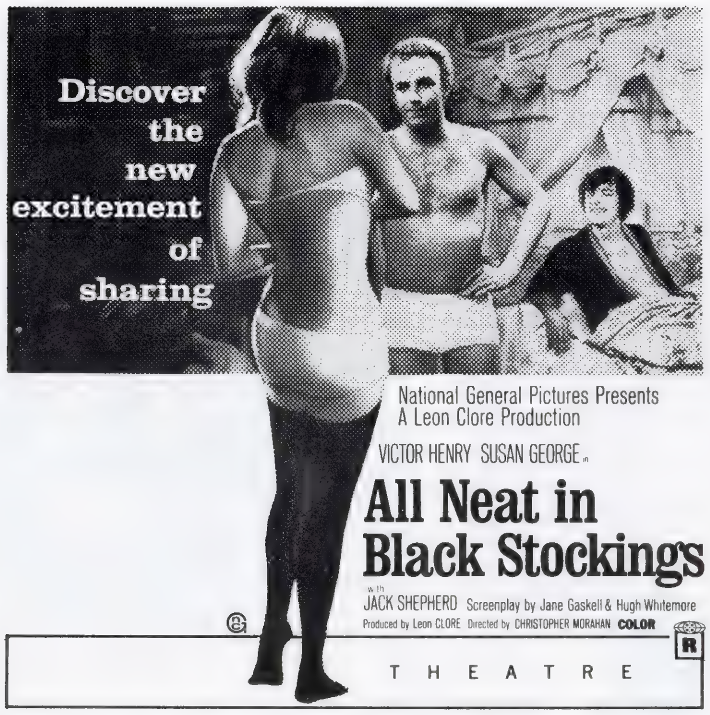

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with
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Produced by Leon CLORE Directed by CHRISTOPHER MORAHAN COLOR
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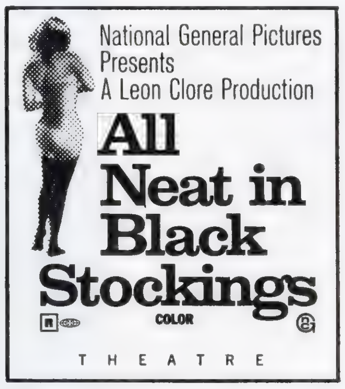
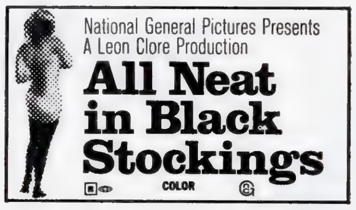
THEATRE

2 Col. X 50 Lines 100 Lines Ad 203



National General Pictures Presents
A Leon Clore Production
All Neat in Black Stockings
R COLOR
THEATRE

28 Lines Ad 102



National General Pictures Presents
A Leon Clore Production
All Neat in Black Stockings
R COLOR

14 Lines Ad 103

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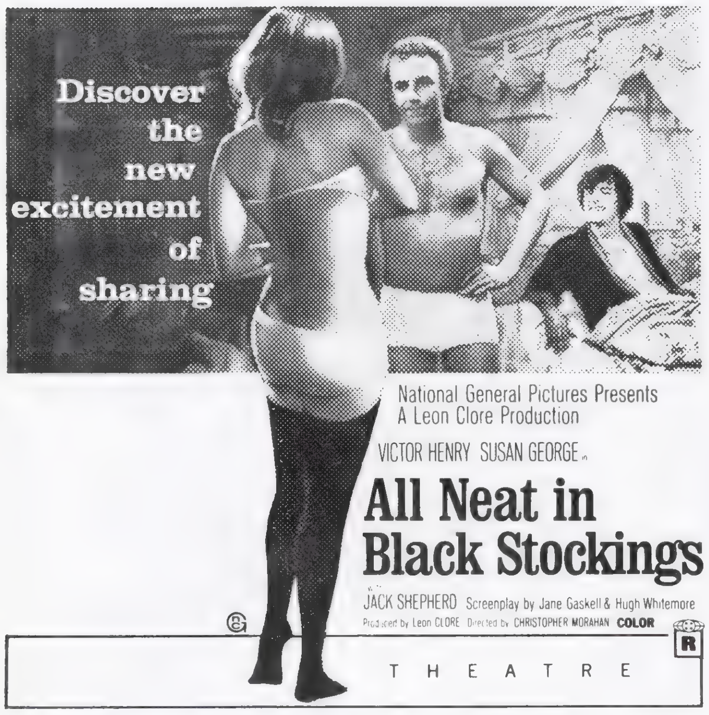
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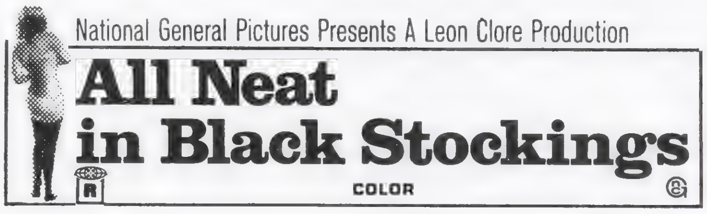
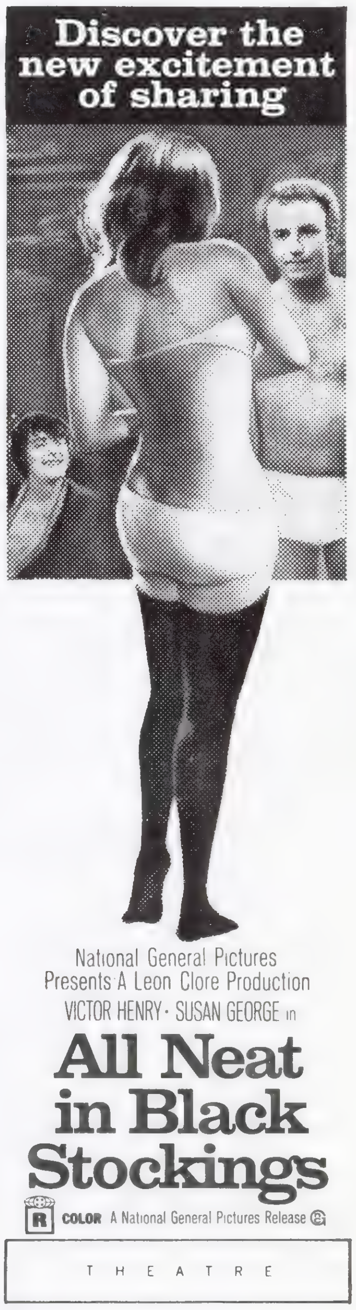
Produced by Leon CLORE Directed by CHRISTOPHER MORAHAN COLOR
R
THEATRE

2 Col. X 50 Lines 100 Lines Ad 203

"ALL NEAT IN BLACK STOCKINGS" (2D)


National General Pictures Presents A Leon Clore Production
All Neat in Black Stockings
R
COLOR

2 Col. X 15 Lines 30 Lines Ad 205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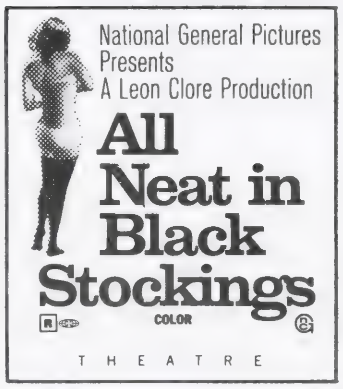
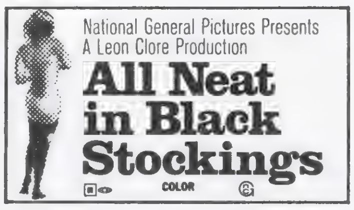
R COLOR A National General Pictures Release
THEATRE

85 Lines Ad 104


National General Pictures Presents
A Leon Clore Production
All Neat in Black Stockings
R
COLOR
THEATRE

28 Lines Ad 102


National General Pictures Presents
A Leon Clore Production
All Neat in Black Stockings
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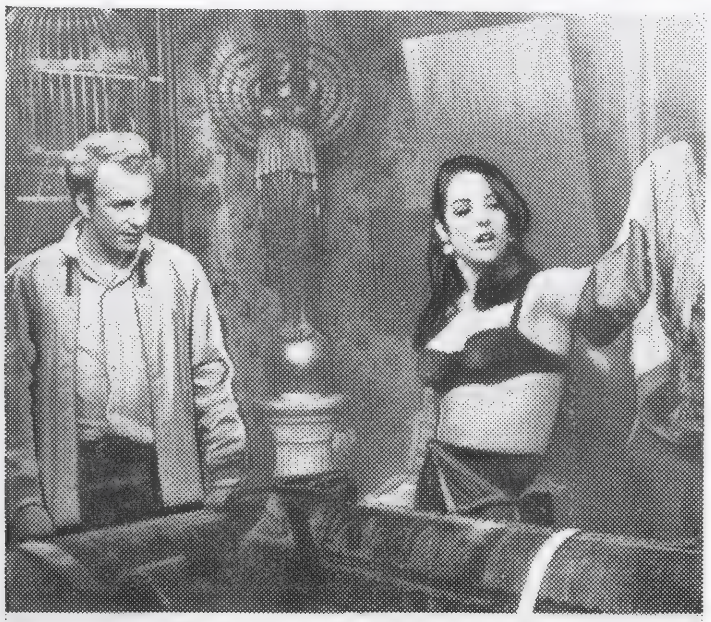
COLOR

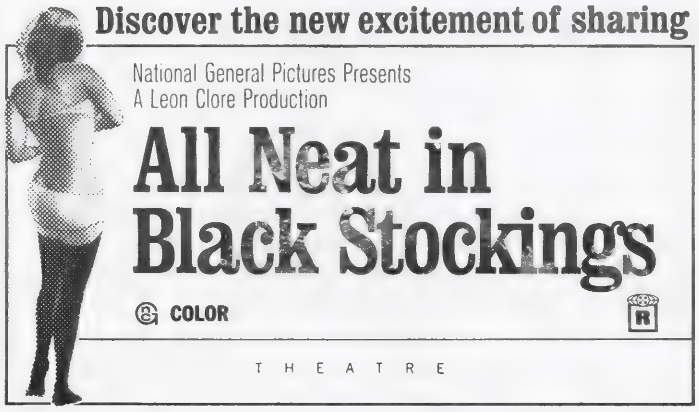
14 Lines Ad 103

"ALL NEAT IN BLACK STOCKINGS" (1A)



"ALL NEAT IN BLACK STOCKINGS" (2C)

SPECIAL MAT NO. 1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All Neat in Black Stockings
COLOR
R
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2 Col. X 30 Lines 60 Lines Ad 204

"ALL NEAT IN BLACK STOCKINGS" (1C)

SPECIAL MAT NO. 1 ORDER BY TITLE AND NUMBER FROM NATIONAL SCREEN SERVICE
INDIVIDUAL MATS PICTURED ABOVE MAY BE ORDERED SINGLY (By number indicated) AT THE REGULAR PRICE

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"ALL NEAT IN BLACK STOCKINGS"

CAST

Victor Henry	Ginger
Susan George	Jill
Jack Shepherd	Dwyer
Vanessa Forsyth	Carole
Terence De Marney	Old Gunge
Anna Cropper	Sis
Harry Towb	Issur
Jasmina Hamzavi	Babette
Deirdre Costello	New Bird
Nita Lorraine	Jocasta
Rosalind Elliott	First Bird
Clare Kelly	Mother
Anna Welsh	Hospital Sister
Geoffrey Reed	1st Orderly
Michael McKevitt	2nd Orderly
Tanya Trude	New Bird
Eric Longworth	Businessman
Shivendra Sinha	Pakistani
Gwendolyn Watts	Suburban Housewife
Graham James	Young Bloke
Marc Bergman	Toddler

CREDITS

Producer	Leon Clore
Co-Producer	John Arnold
Director	Christopher Morahan
Screenplay	Jane Gaskell and Hugh Whitemore
Based on the novel "ALL NEAT IN BLACK STOCKINGS" by	Jane Gaskell
Director of Photography	Larry Pizer
Camera Operator	Ronnie Maasz
Casting Director	Miriam Brickman
Art Director	David Brockhurst
Production Manager	John Bremer
Sound	Jim Willis
Film Editor	Misha Norland
Assistant Directors	Ted Morley, Ewan Pearson, Philip Livingstone
Continuity	Betty Harley

Released by National General Pictures

An Anglo Amalgamated—National General Production

Color by Technicolor® Running Time: 96 minutes

SYNOPSIS

The central character in this contemporary sex comedy is Ginger (VICTOR HENRY), a 20-year-old window cleaner. While cleaning windows at a hospital, he meets Babette (JASMINA HAMZAVI), a pretty young nurse, and Old Gunge (TERENCE DE MARNEY), an elderly and eccentric animal-lover who is being treated for a kidney disease. Old Gunge implores Ginger to visit his house and to look after his abandoned pets. Reluctantly Ginger agrees.

Ginger makes a date with Babette and takes her to an Irish pub in South London where he sees Jill (SUSAN GEORGE), all neat in black stockings and very attractive. The pub is crowded and noisy, and Ginger loses sight of Jill after they've exchanged only a few words.

Ginger keeps his promise and goes off to Old Gunge's house, where he is amazed to find both the bizarre and the luxurious, with animals scampering everywhere.

Ginger's closest friend and next-door neighbor is Dwyer (JACK SHEPHERD), and the two boys share everything, including girl friends. While out driving with Dwyer, Ginger suddenly catches sight of Jill talking to some children outside the Sunday School where she teaches. Her obvious innocence moves Ginger, and he feels unable to make his usual brash approach.

A few days later, Ginger bumps into Jill's best friend, Carole (VANESSA FORSYTH), and dates her immediately. He takes her to meet his pregant sister, Sis (ANNA CROPPER), and her shiftless husband, Issur (HARRY TOWB). They all go off to Old Gunge's house, and Issur is impressed by its splendor. Ginger decides to ask Old Gunge if Sis can stay there until her baby is born.

Despite this somewhat bleak date, Ginger persuades Carole to meet him again, and she agrees to bring Jill with her next time. Ginger takes the two girls ice-skating, and treats Jill with the greatest respect.

Sis and Issur move into Old Gunge's house, and Ginger is furious to find that Issur has brought his mistress, Jocasta (NITA LORRAINE). Dwyer mocks Ginger's romantic infatuation for Jill, and Ginger makes a determined effort to sleep with her. However, his plans misfire and he's unable to wrench Jill from the clutches of her disapproving, widowed mother (CLARE KELLY).

One evening, Ginger takes Jill to Old Gunge's house, and is horrified to find Issur holding a wild party. He entrusts Jill to Dwyer's care while he tries to disperse the drunken guests. When, at last, he has managed to do this, Ginger discovers that Dwyer has seduced Jill, thinking that she was a girl to be shared, like any other. Ginger is in despair.

Issur goes off with Jocasta, and Sis blames Ginger, saying that he drove her husband away. With Sis scarcely speaking to him and Jill refusing to see him at all, Ginger sinks into a sad depression. To make matters worse, Old Gunge returns from the hospital and is angry to find his beloved house in terrible disrepair. Ginger is banished, although Sis stays on as the old man's housekeeper.

And so, Ginger is held responsible for disasters that were not his fault. He decides that the only answer is to get away from it all, and suggests to Dwyer that they should go off to Jersey for a holiday. But on the eve of their departure, Jill comes to see Ginger and informs him that she's pregnant. Ginger doesn't tell Dwyer about this; instead he proposes to Jill and offers to look after the baby as if it were his own.

Jill's dominating mother takes control. She organizes a proper church wedding and insists that Jill and Ginger shall live in her house. Jill sides with her mother, and Ginger has no alternative but to agree to their demands.

Shortly after the honeymoon, Jill's baby is born, an event that fills Ginger with distaste rather than rejoicing. Returning home from an evening in the pub, Ginger falls drunkenly into his mother-in-law's arms. Without either of them fully realizing what is happening, they drift down onto the sofa, their bodies pressed tightly together . . .

When Jill comes back from the hospital with her baby, she finds a very different domestic situation. Ginger is now in command, with mother eagerly caring for his very need. Ginger's romantic dream of Jill has been dissipated, and his idealistic attitudes have been hardened by reality. He's been the victim of circumstance for long enough and he's now determined to control his own destiny.

Entering a cafe one lunchtime, Ginger notices a shapely, good-looking waitress. The first few words of the sex-game are exchanged. The routine is about to begin all over again . . .

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OPENING SET FOR "ALL NEAT IN BLACK STOCKINGS"

"All Neat In Black Stockings," a contemporary sex comedy opening at the .... Theatre on .... , concentrates on a free-wheeling bachelor who takes his fun and girls where he finds them until a cute innocent in black stockings captures him.

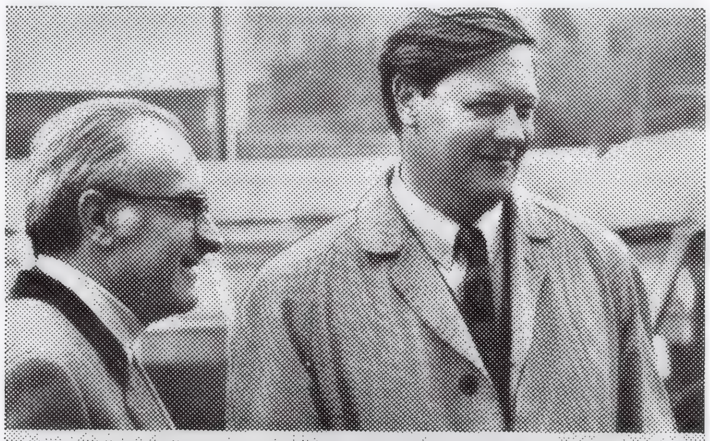
Starring in the wide-screen release in color from National General Pictures are Victor Henry and Susan George, two fine young actors from Britain.

Behind the cameras were producer Leon Clore, who is a film industry veteran with experience in practically all areas of filmmaking and director Christopher Morahan, who has a distinguished background in television and the theatre. His first film feature was "Diamonds for Breakfast" starring Marcello Mastroianni and Rita Tushingham.

The script is by Jane Gaskell and Hugh Whitemore based on Miss Gaskell's novel of the same title. She is author of nine novels and a feature writer on Britain's DAILY SKETCH. Whitemore has written television plays and the screenplay for "Decline and Fall."

"ALL NEAT IN BLACK STOCKINGS" (1A)

Victor Henry leads co-star Susan George to a romantic interlude in the contemporary sex comedy "All Neat In Black Stockings," a color release from National General Pictures.
(Still No. ANBS-545)


"ALL NEAT IN BLACK STOCKINGS" (2A)

Producer Leon Clore, a film industry veteran, and director Christopher Morahan, a relative newcomer to films, are seen on location during the filming of "All Neat In Black Stockings" a contemporary sex comedy in color released by National General Pictures.
(Still No. ANBS-1247 Special)

WHO IS VICTOR HENRY?

Victor Henry is not a pretty face. He's slightly built and fashionably unglamorous with a dynamic personality, and enough wit to make him stand out in any crowd. He doesn't wish to be a film star as he feels that people in this difficult position are almost inevitably spoiled and pampered. However, he doesn't feel that he would be put in this position because his attitude wouldn't allow it.

Despite his opinion regarding film stardom, Henry is co-star of "All Neat In Black Stockings," the National General Pictures' contemporary sex comedy in color opening at the .... Theatre on ....

He was born in Leeds in 1943 to a totally non-theatrical family. He emigrated to Canada at the age of 15 and undertook various occupations including carpentry, dress sales, foundry work, and the operation of a Capstan lathe. He returned to England and eventually joined a repertory company, and played two successful seasons at Coventry, Leicester and Farnham.

B.B.C.'s series "Diary of a Young Man" was his first big television break, and brought him national recognition. After this performance Victor found he was the victim of typecasting, and said: "It's interesting to get out of a situation like that because you can fulfill another role in different surroundings. Consequently, you find a niche and play it up a bit. That happened in T.V. and later in the theatre. It's important to move from job to job. This way you can find out about yourself."

In 1966 he achieved success with the leading role in Chris Hampton's "When Did You Last See My Mother." He has been in such films as Lindsay Anderson's "The White Bus," Peter Watkin's "Privilege" and "The Sorcerers." Victor is a very ambitious young man, though his ambition doesn't extend to stardom.

Since the age of 12 when he first saw John Osborne's "Look Back in Anger," he has had a keen interest in the theatre. Thirteen years later at the Royal Court, a childhood dream became reality as he played the lead in their new production of "Look Back in Anger," directed by Anthony Page.

"ALL NEAT IN BLACK STOCKINGS" (1B)

Victor Henry, co-star in the contemporary sex comedy "All Neat In Black Stockings" doesn't want to be a film star because they are spoiled and pampered and besides his attitude won't allow it. The film is a National General Pictures release in color.
(Still No. ANBS-4146)

SHE HAD TO CHOOSE BETWEEN BECOMING A MOVIE STAR OR A HAIRDRESSER

Two years ago, show business very nearly lost Susan George, one of the stars of "All Neat In Black Stockings," the contemporary sex comedy in color from National General Pictures opening at the .... Theatre on ....

When she was sixteen and so bored with having nothing to do she decided to take up a 'normal' profession.

One day her mother found her a vacancy in a beauty salon near their home in Maidenhead. The following day Susan was to start work there as an apprentice — and this is how she recalls the experience . . .

"The next morning I got up, scared out of my mind, really terrified. I went to work, and when my mother picked me up in the evening she expected me to be tearful and upset after a day of sweeping floors and making cups of tea. But in fact I was very excited, because instead of sweeping floors I had done 17 shampoos that day. No apprentice is supposed to do that on their first day, but during a rush somebody asked me to do one, not knowing that previously the only shampooing I had done was a doll's hair.

"From then on I was employed as a shampooer, and stayed at it for three long months.

"One day I auditioned for a children's film to be made in Malta, and got the part. I flew off, and the hairdressers never saw me again."

"ALL NEAT IN BLACK STOCKINGS" (1C)

Young, pretty Susan George almost didn't enter show business, which would have been a definite loss to the entertainment world. She was on her way to a career as a hair dresser until an audition paid off. She is co-star in the contemporary sex comedy "All Neat In Black Stockings" being released in color by National General Pictures.
(Still No. ANBS-359E)

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YOUNG FILM DIRECTOR FINDS LIFE VARIED AND HECTIC

A group of young film-makers, John Frankenheimer, Franklin Schaffner, Arthur Penn, and Sidney Lumet, emerged from American television in the late 1950's. In the past couple of years it also has happened in England, where films from Ken Loach ("Poor Cow"), Jack Gold ("The Bofors Gun"), Kevin Billington ("Interlude") and Ken Russell's ("Billion Dollar Brain") were in order.

Another bright new director from television is Christopher Morahan who did "All Neat In Black Stockings," contemporary sex comedy starring Victor Henry and Susan George being released in color by National General Pictures. It opens at the .... Theatre on ....

"ALL NEAT IN BLACK STOCKINGS" (2B)

Director Christopher Morahan, a relative newcomer to films, discusses "All Neat In Black Stockings" with co-stars Susan George and Victor Henry. The contemporary sex comedy is being released in color by National General Pictures. (Still No. ANBS-2792)

He was born in Streatham and lived most of his early life in and around London in close proximity to the film industry since his father is an art director.

Morahan has been very busy since June '67 when he achieved his first big stage success with a production of Feiffer's "Little Murders" for the Royal Shakespeare Company. Next he filmed Peter Nicholl's play "The Gorge" for B.B.C. and followed this with his first feature film "Diamonds for Breakfast," a comedy thriller, starring Marcello Mastroianni and Rita Tushingham. After this Morahan immediately followed with "All Neat In Black Stockings," a Leon Clore production starring Victor Henry and Susan George. Morahan confesses with a grin "I'm feeling a bit punch drunk at the moment. I'm only just easing off. In a way I've achieved more than I thought I would when I started. It's taken some time, but it has been a time of much pleasure and excitement. I'm now in the position where I can work in the theatre, television or films, which is a very happy arrangement. Life is very varied, if a bit hectic."

He started in television in 1955 as an assistant floor manager. Within 18 months he was directing. He now has 140 television credits to his name, 80 of which are "Emergency Ward 10." He switched from A.T.V. to B.B.C. in 1963 and directed such plays as the John Hopkins' "Talking to a Stranger" quartet; the George Orwell trilogy, plus work by Peter Nichols, Harold Pinter and Alun Owen. He's hoping to film a John Hopkins' script next year.

Morahan has no regrets about television and found it very exciting.

He finds great stimulation in the film industry feeling; "Style should primarily come from the material you are handling. Of course this goes right back to the theatre. Any director of quality will express himself regardless of material, but his signature should always be subservient to the subject. The structure of the film industry in Britain is such that it's very difficult to make personal pictures."

Morahan admits that he'd be thrilled if his pictures made money even though it's not fashionable to be commercial, but as he says, "There's no point in making a film that no one is going to see."

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SMALL SPACE . . . BIG PICTURE

A lesson in making best use of limited space was in evidence at the Putney, London, headquarters of Leon Clore's production "All Neat In Black Stockings," which National General Pictures is releasing in color. It opens at the .... Theatre on .... and stars Susan George and Victor Henry.

A three-story Victorian house had been converted into a mini-studio, with all the usual offices and departments tightly packed together. On the premises was an art department, production office, wardrobe, make-up section and dressing rooms, while outside in the garden, props and other items were prepared.

According to the size of the call on any one day, there were anywhere between 60 and 90 people using the house and garden. Sets were replaced or reconstructed as soon as they were used, and there were also false ceilings and artificial walls to provide various backgrounds.

It was altogether an effective way of centralizing the work into a compact area, and incidentally saved high rental charges of normal studios. The house had been rented for much less from Wandsworth Borough Council, who had the house under a demolition order.

◆

EMERGENCY WARD

When stars Susan George and Victor Henry and the crew of "All Neat In Black Stockings" were filming recently at St. James Hospital, Balham, London, they had occasion to really use the facilities of the institution. The contemporary sex comedy, incidentally, a National General Pictures release in color, opens at the .... Theatre on *..................

It seems that the wife and two children of lighting cameraman Larry Pizer had all contracted German Measles. Larry was worried that the infection might be passed through himself to the actors and crew. But they couldn't have been filming in a more appropriate location, for one of the hospital's resident doctors immediately offered to innoculate them.

About 60 accepted, and the innoculations were administered in a part of the hospital that was being used as the dressing room for star Victory Henry.

In a way, it was one favor repaying another, for the film company had painted and redecorated the ward before shooting started, thus saving the hospital authorities a job planned for later in the year.

◆

"ALL NEAT IN BLACK STOCKINGS" (2C)

Victory Henry arrives during a wild party in a scene from "All Neat In Black Stockings," contemporary sex comedy released in color by National General Pictures. Jasmina Hamzavi is in the midst of a strip tease. (Still No. ANBS-2662)

ENGLISH ROLE WANTED

"I would love to be asked to play an English girl" – said 22-year-old Jasmina Hamzavi, beautiful Persian actress in "All Neat In Black Stockings," a National General Pictures release in color, opening at the .... Theatre on ....

Despite having played many English roles on stage, she has yet to play one in films or television. Instead, her ability with a wide range of accents has been very much in demand.

"I have a feeling that I shall always get the foreign parts in films and television" she said. "It seems easier to get English parts in the theatre than it is in films."

"I love doing accents, but recently I have had to do so many ... a Spanish, a Morrocan, a Portugese—and above all, I have played countless Latin and Indian parts. It's hard work trying to get all the delicate nuances between them."

"All Neat In Black Stockings" is Jasmina's first film, and in it she plays Babette ... an Italian nurse!

"ALL NEAT IN BLACK STOCKINGS" (1D)

Twenty-two year old Persian actress Jasmina Hamzavi has one of the principal roles in "All Neat In Black Stockings," contemporary sex comedy in color released by National General Pictures.
(Still No. ANBS-39)

◆

GINGER IS EVERY MAN

"Ginger – like most of the characters that are worthwhile in novels, books, plays–represents Every Man." Victor Henry expressed this opinion talking about his exciting, demanding role in the contemporary sex comedy, "All Neat In Black Stockings," a National General Pictures release, in color, opening .... at the .... Theatre.

"Ginger has meaning for a large number of people, because he is energetic, talented, bright, witty – but unfortunately has no education, and so has no direction for his talent. He retains his wit, but becomes cynical. He changes daily, people do, circumstances do, Ginger does. But he won't be defeated."

The character known as Ginger is a dedicated ladies man or "wolf" who runs after everything in skirts until he comes up against a living doll in black stockings, Susan George. From then on he's a changed man – temporarily.

"I don't mean that I live him off screen," he continued, "or that I have an unhealthy interest in him. But due to all sorts of variable factors, he's difficult to pin down."

And will the result be worth seeing? Why should anybody watch Ginger? According to Victor ... "because this film is better directed, better lit, better acted, better filmed. And anybody who doesn't believe me can go and see it."

"ALL NEAT IN BLACK STOCKINGS" (2D)

Taking part in a wild party in a scene from "All Neat In Black Stockings," contemporary sex comedy released in color by National General Pictures, are (left to right) Jasmina Hamzavi, Victor Henry and Jack Shepherd.
(Still No. ANBS-X-100)

ACTRESS BY CIRCUMSTANCE

An actress who never planned to be an actress is Vanessa Forsyth, fresh from stage successes and having recently completed her first film – "All Neat In Black Stockings," a National General Pictures release, in color, opening at the .... Theatre on ....

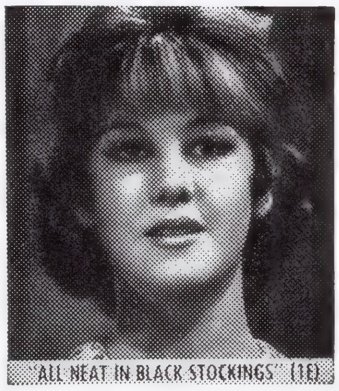
At the age of 16, Vanessa went to a dancing school where she learned to act as well as dance. But when she left she didn't really know what to do, and ... "I never planned to enter the acting profession. However, eventually somebody brought me round to thinking that as I had had the training, I should try acting."

Her first job in show business was as a student assistant stage manager. After about 10 months she became lazy, and returned to work in a London shop.

Just when it looked as though acting would have to be forgotten as a career, Vanessa was called for an audition. She was chosen to understudy the lead in "All In Good Time," and from there on, her fortunes improved.

She decided to stay in theatre when she won a part in "I Love You Mrs. Patterson." Her other appearances were in "Howard's End", "Spring Awakening" and "Enter a Free Man."

Although Vanessa has played numerous television roles, "All Neat In Black Stockings" is her first film. She describes the character she plays as "Very sweet, slightly shy, and a little dim."


"ALL NEAT IN BLACK STOCKINGS" (1E)

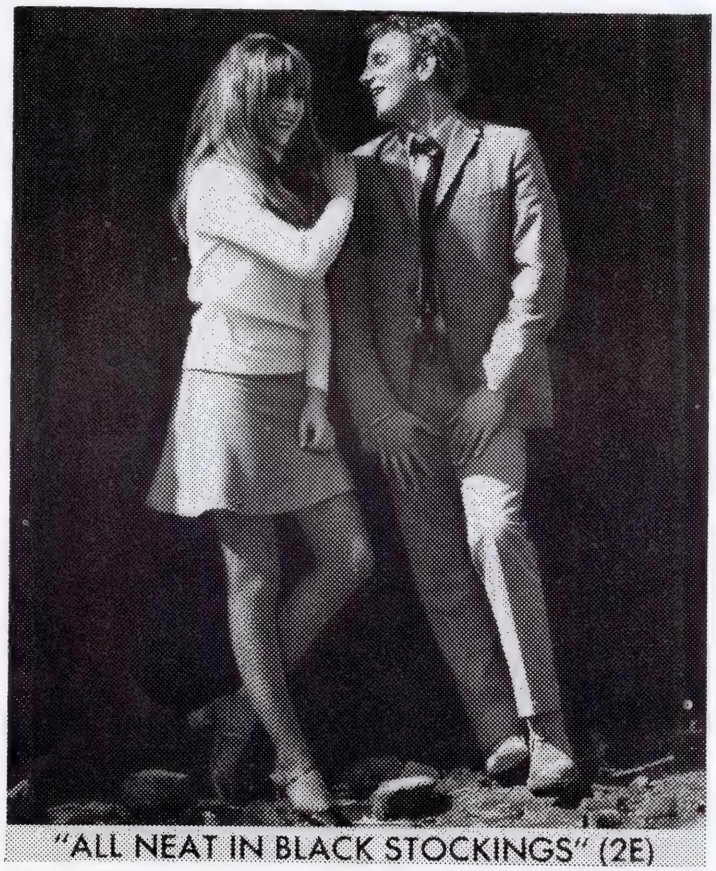
Stage actress Vanessa Forsyth makes her film debut in "All Neat In Black Stockings," contemporary sex comedy in color released by National General Pictures.
(Still No. ANBS-2196)

PETS DON'T LISTEN

One of the principal characters in the contemporary sex comedy "ALL NEAT IN BLACK STOCKINGS" opening at the .... Theater on .... is played by Terence De Marney. The role of a wealthy old eccentric with a house full of pets was an intriguing one.

The sets containing white mice, rabbits, hundreds of fish, a snake, birds of many denominations, guinea pigs and tortoises gave the appearance of a zoo rather than a film studio. When director Christopher Morahan called for "quiet on the set" he was ignored by all concerned.

The fun entry stars Susan George and Victor Henry, and is a National General release in color.


"ALL NEAT IN BLACK STOCKINGS" (2E)

Susan George and Victor Henry have a romantic rendezvous in a scene from "All Neat In Black Stockings," contemporary sex comedy released in color by National General Pictures
(Still No. ANBS-1484).

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SHOWMANSHIP STUNTS STIMULATE SALES

This contemporary sex comedy lends itself to a variety of stunts and contests which can relate to the catchy title. Showmen can use the following as a guide and embellish same with items of their own.

LEG ART: HOLD A CONTEST for the sexiest-looking legs with all contestants naturally attired in black stockings with only legs showing for the judges. The latter can be local columnists, a local college football or baseball team etc. Make sure photographers are invited to cover the event which can be held either on stage, in the lobby or at a cooperating restaurant.

TIE-IN: CONSIDER A TIE-IN with local hosiery shops or a department store bringing in the "black stockings" aspect of the title perhaps with discounts wherein both the theatre and the store would benefit. See that mention is made of theatre and playdate in cooperating advertisements.

CINDERELLA ANGLE: IF POSSIBLE OBTAIN a clear plastic shoe from a cooperating shop and have an usher and an assistant carrying the shoe on a black velvet pillow appear at busy spots around town. Have them ask women to try the shoe on for size and if it fits, passes to the theatre can be in order. Have a photographer record some of the fittings.

OPEN CARRIAGE: RENT OR BORROW an open carriage that's horsedrawn. Fill it with pretty girls in scanty costumes dressed in black stockings who can hand out heralds around town announcing the playdate and theatre. Ask the paper to cover pictorially.

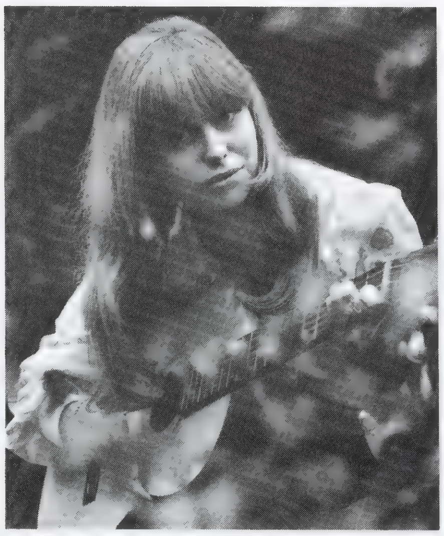
CAR PROMOTION: SEE A LOCAL PROMOTION-MINDED car dealer who has sports cars for sale. They always look good filled with girls in mini-skirts and black stockings. Showrooms and lobbies can carry an exchange of credits.

WINDOW PEEK-A-BOO: PROMOTE A SHOP window where a pretty girl can don black stockings as an attention-getter for the film with credits appropriately posted.

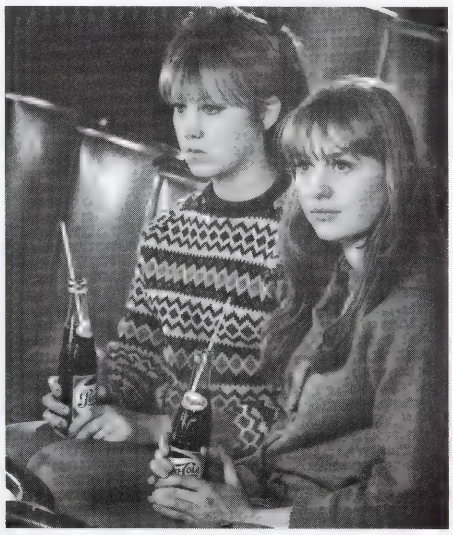
DANCE OR ICE SKATING CONTEST: TRY AND ARRANGE for a "Black Stockings Dance Contest" or a "Black Stockings Ice Skating Contest" with all contestants attired in black stockings. Naturally, appropriate credit should be posted for the film and theatre date. Prizes can be passes and other promoted items.

STILLS FOR TIE-UPS

The stills listed here can be used as tie-ins for dates on "All Neat In Black Stockings." Window and counter displays in appropriate stores—drug stores, music shops, ice skating rinks and sporting goods outlets, candy stores, soda shoppes and supermarkets etc. are in order with theatres and dates being listed alongside photos and on stand-up cards. Copies of the stills can be ordered by number from: Exploitation Department, National General Pctures, 600 Madison Avenue, New York, N. Y. 10022.



Susan George—for music shops.
(Still No. ANBS-4568)



Vanessa Forsyth and Susan George—for candy stores, soda shoppes and supermarkets selling Pepsi Cola to the Now Generation.
(Still No. ANBS-2026)

Susan George and Vanessa Forsyth — for ice skating rinks and sporting goods outlets.
(Still No. ANBS-2079)

Victor Henry — for drug stores selling the Old Spice line for men.
(Still No. ANBS-397A)

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SELLING AIDS

RADIO INTERVIEWS

A fresh slant on filmmaking has been put on records by relative newcomers to pictures, Susan George and Victor Henry, as they related their experiences, aims and desires during the making of "All Neat In Black Stockings" to expert interviewer Fred Robbins. The interview sessions run seven minutes each and are available free from: Exploitation Department, National General Pictures, 600 Madison Avenue, New York, N. Y. 10022.

FREE RADIO SPOTS SELL FUN AND ROMANCE

Free radio spots stress the fun and romance to be found in this lively release and are available in 15, 30 and sixty second lengths. Sufficient time is allowed to add theatre and playdate information.

The free transcriptions may be obtained from: Advertising Department, National General Pictures, 600 Madison Avenue, New York, N. Y. 10022.

THEATRE TRAILER A MUST

The colorful theatre trailer on "All Neat In Black Stockings" provides audience with an advance peek at the fun and romance that they will have forthcoming in the film. Use it well ahead of your playdate. Your local National Screen Service branch is ready to serve you with this "must."

ACCESSORIES

A varied selection of accessories is available to back-up the dates on "All Neat In Black Stockings". Here is a check list.

One Sheet • 11 x 14's—8 to a set • 22 x 28's • 14 x 36's • 40 x 60's • 30 x 40's • Daglo Title Display • High-Rise Standees • Trailer • Window Card • Still Sets—color and black and white—color for lobby and store displays; B/W stills for newspaper planting. Some can use color.

Contact your nearest National Screen office.

BANNER ACCESSORIES

National Flag and Display Company has available:

Deluxe Sectional Valences—made of glowing satin with shimmering letters and flowing fringes. Minimum size, 10 feet.

Three-piece streamers.

Usher's badges.

9 x 12 wall banners, single-faced or double-faced copy reading correctly on both sides.

Prices and orders through your nearest National Screen office.

"ALL NEAT IN BLACK STOCKINGS" (4A)

SPECIAL PUBLICITY LAYOUT AVAILABLE

Fun and games as well as romance is everyone's goal in "All Neat In Black Stockings," the contemporary sex comedy in color from National General Pictures opening .... at the .... Theatre. Wild parties were the order of the day for co-star Victor Henry until that special girl in black stockings came along.

(Still No. ANBS—Montage #1)

Also available in 3 and 4 column mats.

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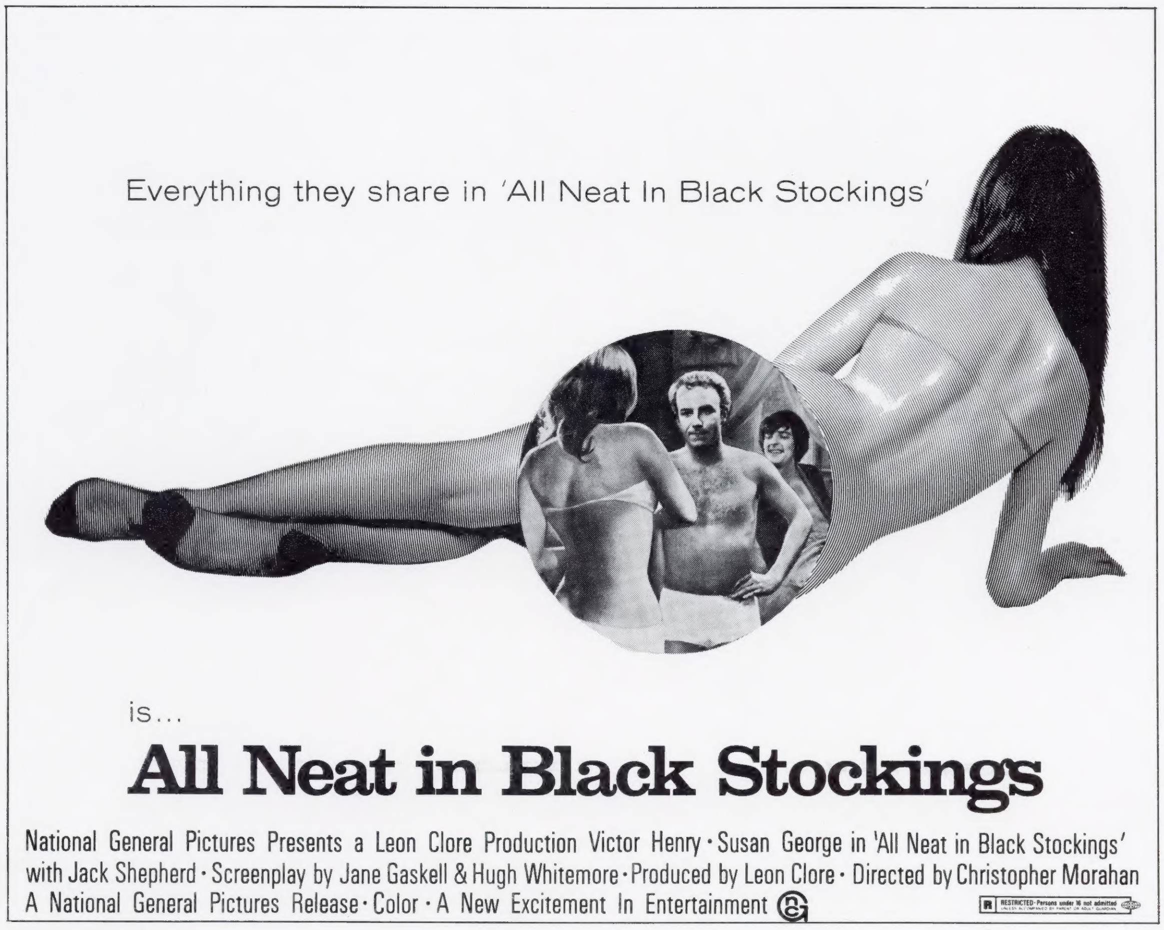
ACCESSORIES



Everything they share in 'All Neat In Black Stockings'

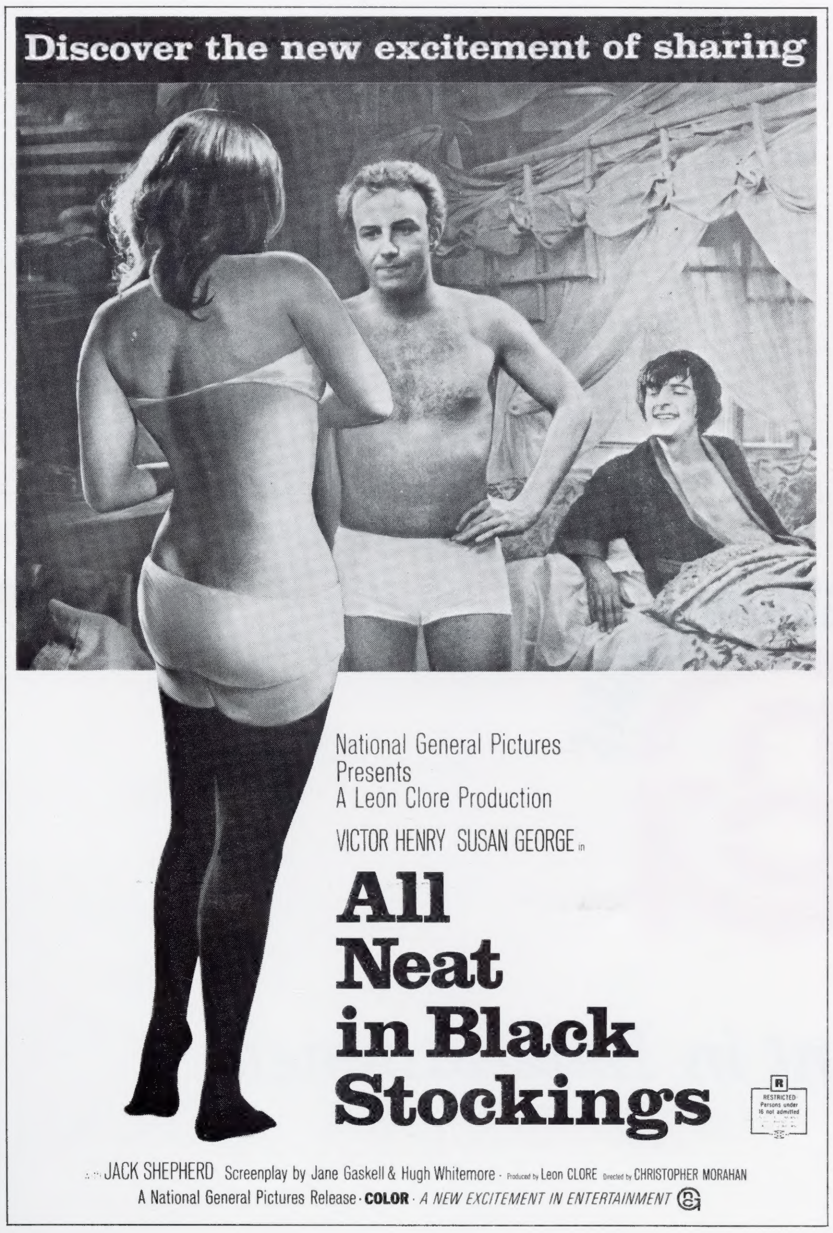
is...

All Neat in Black Stockings

National General Pictures Presents a Leon Clore Production Victor Henry · Susan George in 'All Neat in Black Stockings'
with Jack Shepherd · Screenplay by Jane Gaskell & Hugh Whitemore · Produced by Leon Clore · Directed by Christopher Morahan
A National General Pictures Release · Color · A New Excitement In Entertainment

R RESTRICTED - Persons under 16 not admitted UNLESS ACCOMPANIED BY PARENT OR ADULT GUARDIAN

22 x 28



Discover the new excitement of sharing

National General Pictures
Presents
A Leon Clore Production

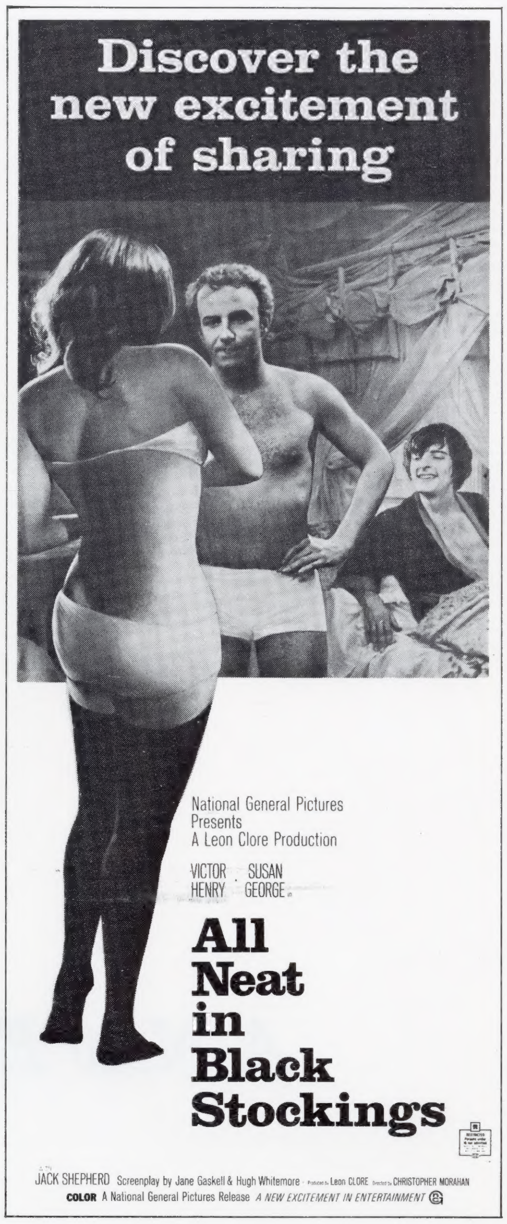
VICTOR HENRY SUSAN GEORGE in

**All
Neat
in Black
Stockings**

R RESTRICTED Persons under 16 not admitted

with JACK SHEPHERD Screenplay by Jane Gaskell & Hugh Whitemore · Produced by Leon CLORE Directed by CHRISTOPHER MORAHAN
A National General Pictures Release · **COLOR** · *A NEW EXCITEMENT IN ENTERTAINMENT*

1 SHEET 30 x 40 40 x 60



**Discover the
new excitement
of sharing**

National General Pictures
Presents
A Leon Clore Production

VICTOR HENRY SUSAN GEORGE in

**All
Neat
in
Black
Stockings**

with JACK SHEPHERD Screenplay by Jane Gaskell & Hugh Whitemore · Produced by Leon CLORE Directed by CHRISTOPHER MORAHAN
COLOR A National General Pictures Release *A NEW EXCITEMENT IN ENTERTAINMENT*

14 x 36 INSERT CARD

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NATIONAL GENERAL PICTURES

A New Excitement in Entertainment

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